



CUSTOMER ENGAGEMENT MASTERCLASS

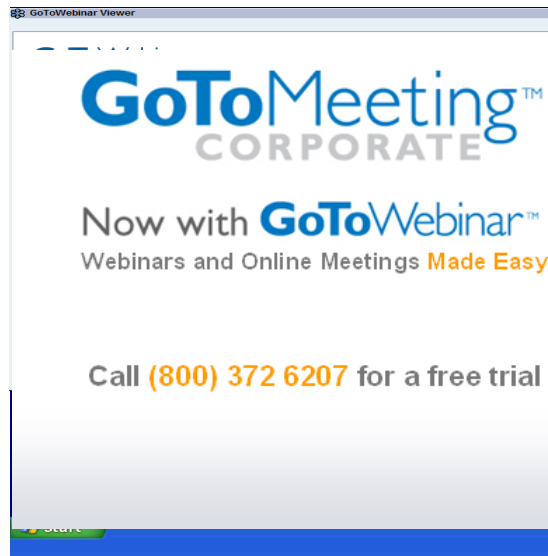
Why CRM is the New ERP:

Using Customer-Centric BI to Improve Operational Decisions

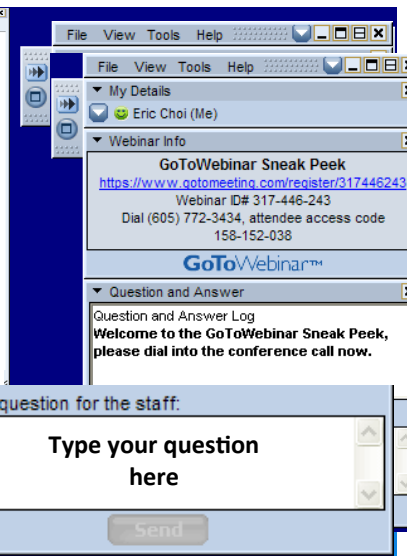
Welcome Webinar Attendees

Your GoToWebinar Attendee Viewer is made of 2 parts:

1. Viewer Window



2. Control Panel



Follow today's webinar discussion on Twitter, **#CustEngageRT**

About Retail TouchPoints

- ✓ Launched in 2007
- ✓ Over 20,000 subscribers
- ✓ To provide executives with relevant, insightful content across a variety of digital medium

Free subscription to our weekly newsletter:
www.retailtouchpoints.com/signup



RAYMARK®

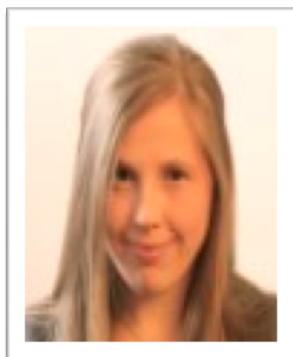
Panelists



Moderator
Andrew Gaffney
Editorial Director
Retail TouchPoints



Speaker
Scott Pearson
CEO
Retaligent,
a Raymark company



Speaker
Danya Rielly
Business Analyst
Raymark

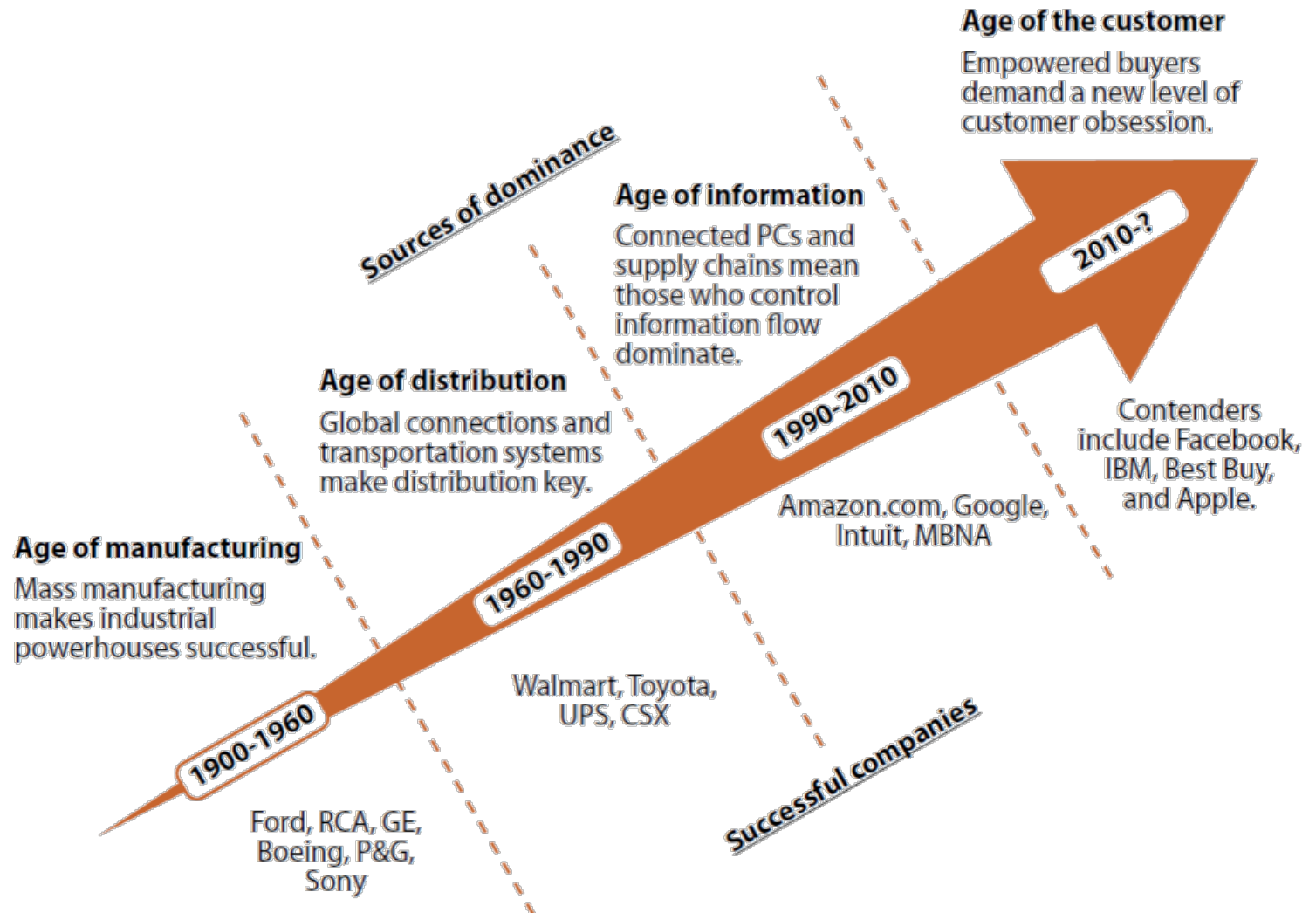


Speaker
Will Roche
Senior Vice President
Raymark

Agenda

- The evolution of retail
- What IS customer-centric retailing?
- Why CRM, not ERP, should be at the core of your enterprise
- Value of obtaining a 360° view of the customer
- Best practices for implementing clienteling into a customer-centric approach
- Benefits of incorporating customer metrics into all areas of the retail organization

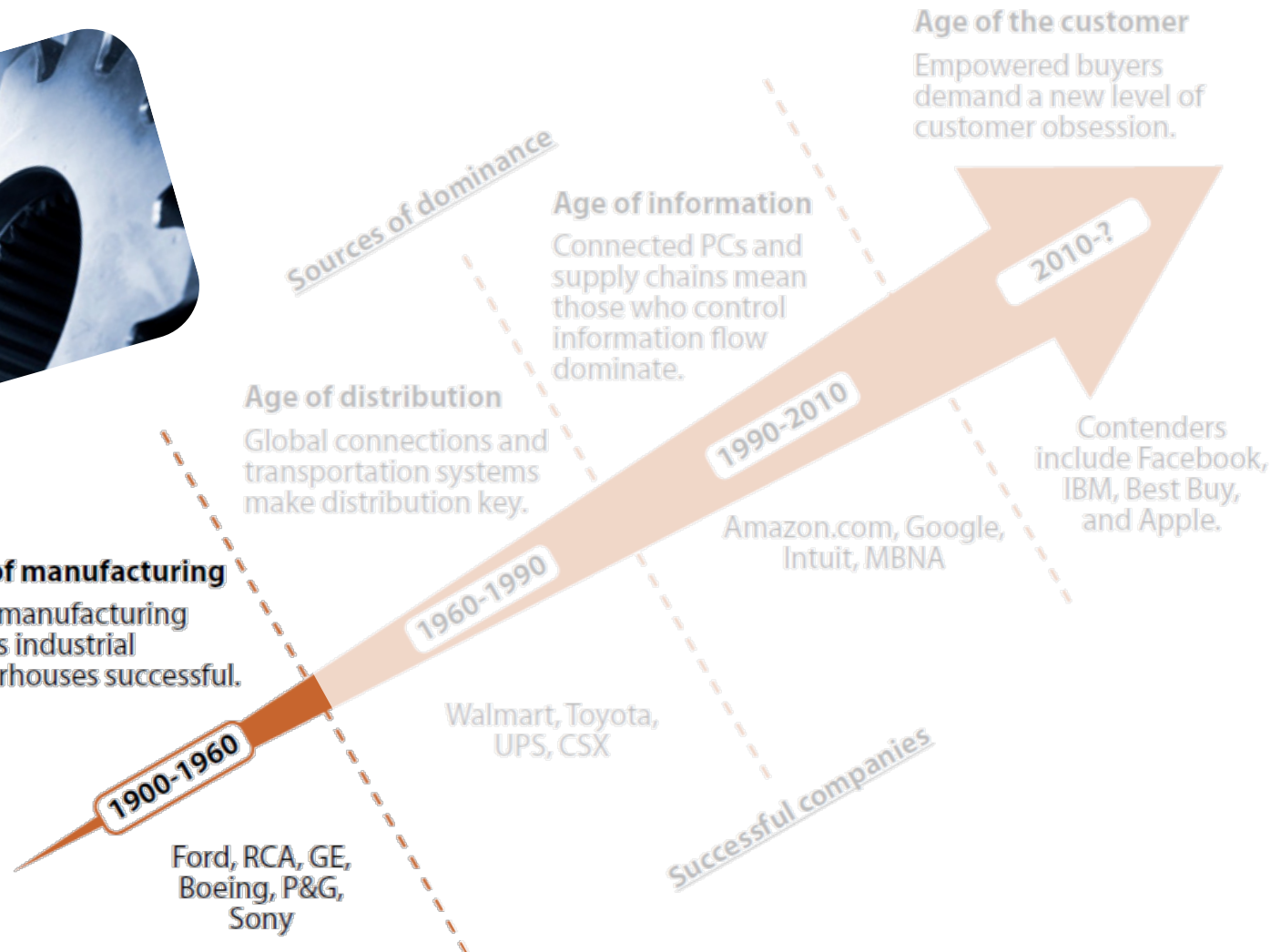
Retail in the 20th Century



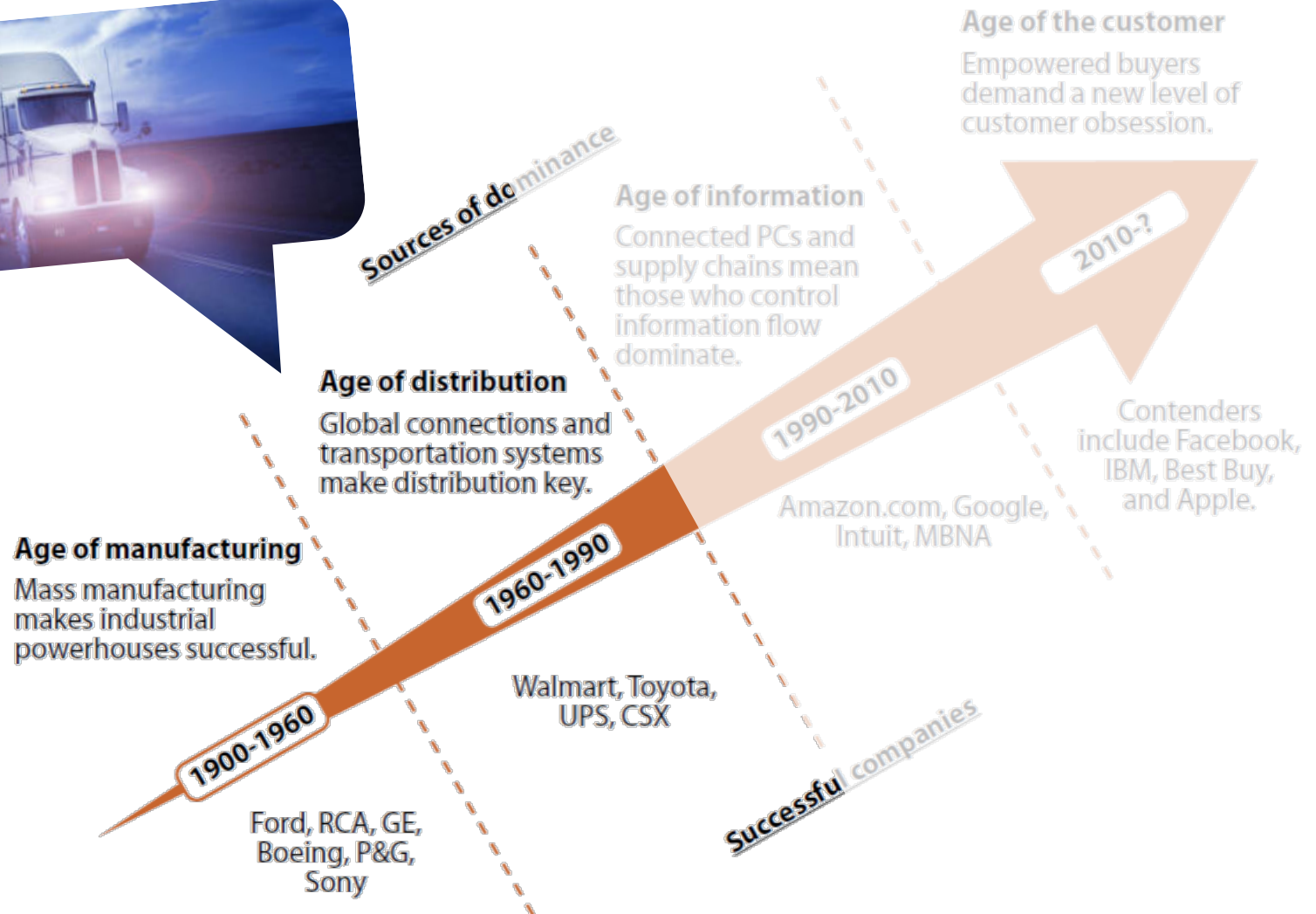
The Age of Manufacturing



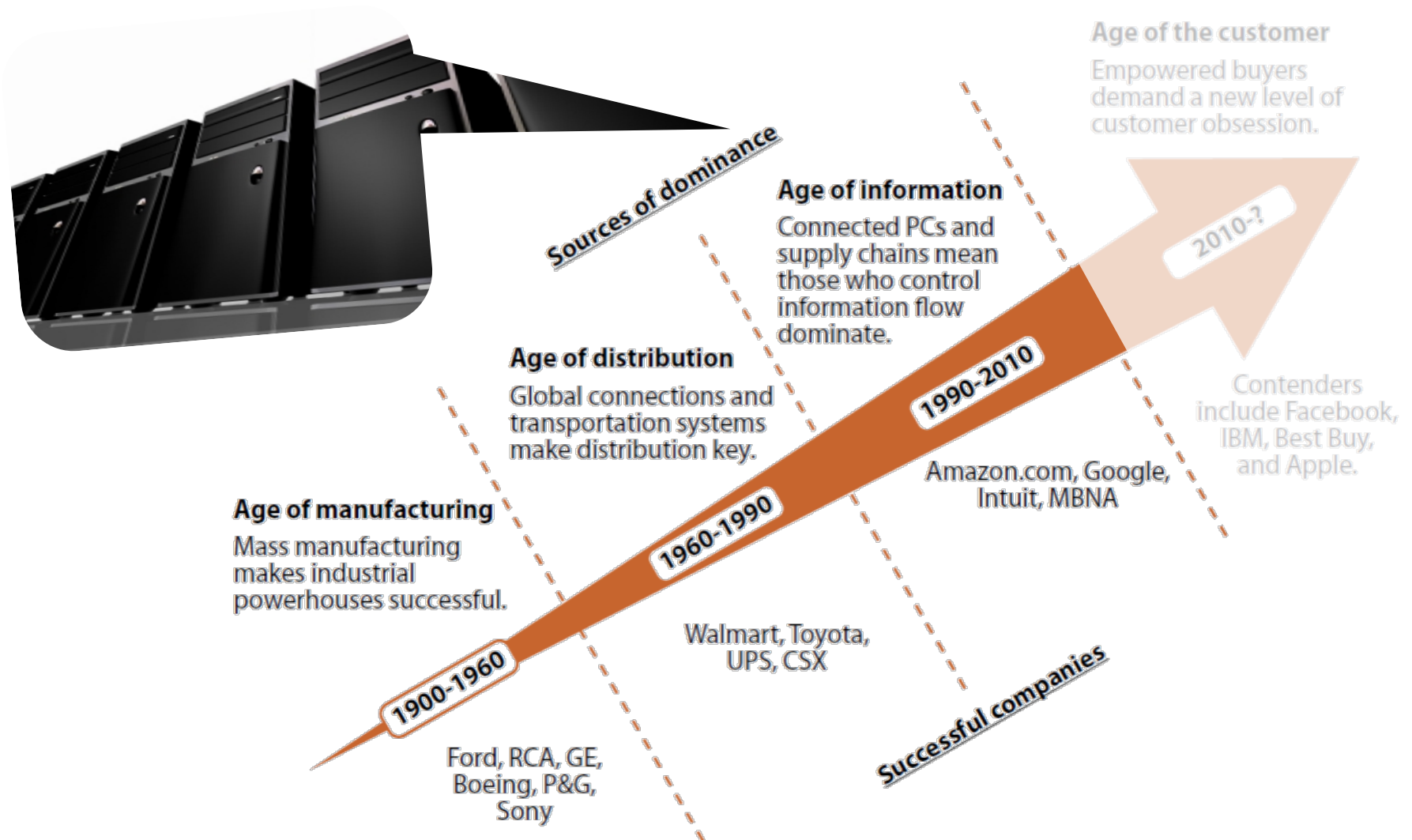
Age of manufacturing
Mass manufacturing makes industrial powerhouses successful.



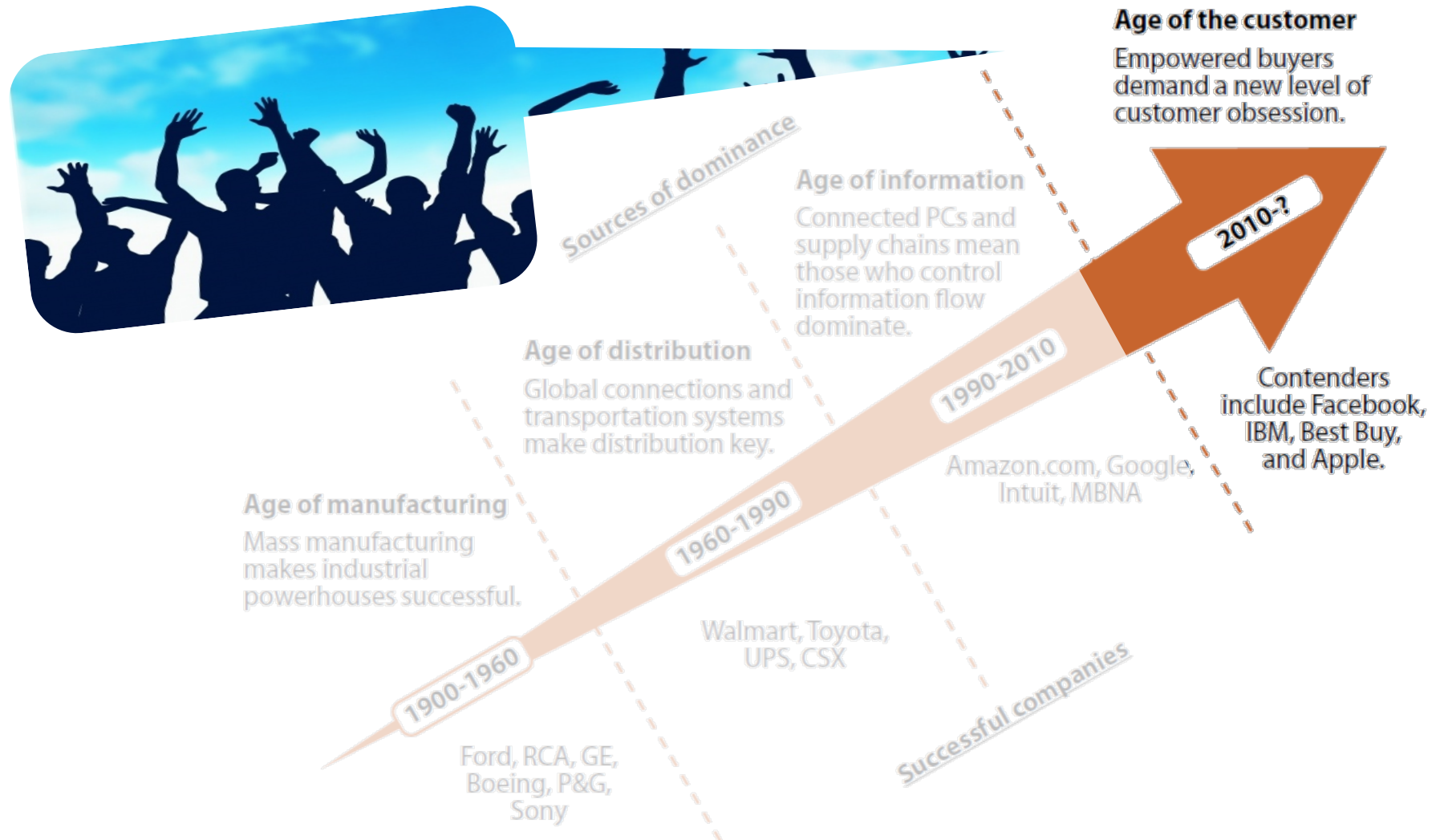
The Age of Distribution



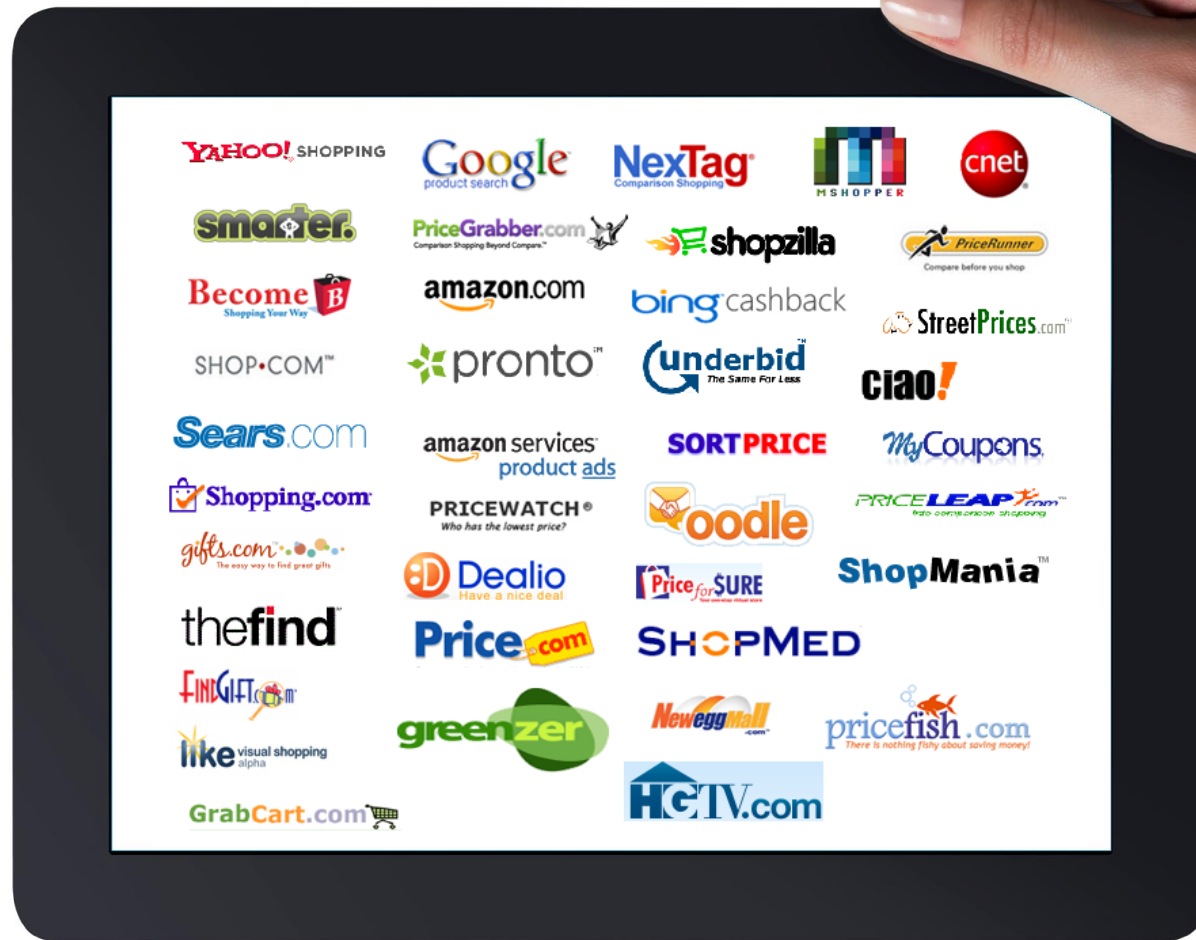
The Age of Information



The Age of the Customer



Shopping Around



The Power of Reviews



82%

of consumers say that
their purchase decisions
have been directly
influenced by reviews.

Deloitte Consumer Products Division

The Customer is in Control



Cultivating Learning Relationships



The more the customer teaches the company, the better it can provide exactly what he wants.

The Experience Economy, B. Joseph Pine II,
James H. Gilmore

What's the Difference?

Product-focused

Sales Pitch

Siloed Organizational
Structure

Mass Marketing

Abstract Metrics

Push

Top-down Design

Rigid

"One Size Fits All"

ERP-centered Architecture

PEOPLE

PROCESSES

TECHNOLOGY

Customer-centric

Clienteling

Collaboration

Personal Communications

Precise Metrics

Pull

Bottom-up Design

Flexible

Custom

CRM and BI-centered
Architecture

Persuasive vs. Personal

A photograph of three women smiling and looking at a small jar of cream. The woman on the left is holding the jar, while the woman on the right is using a small tool to apply the cream. The woman in the middle is also smiling and looking at the jar. The background is a soft, out-of-focus light blue.

Even in a negative economy, customer experience is a high priority for consumers, with **60%** often or always paying more for a better experience.

Source: Harris Interactive, Customer Experience Impact Report

Customer-centric Collaboration


Product-Focused



Customer-centric



The End of Mass Marketing



63% of consumers have or are considering abandoning a brand altogether because of irrelevant e-mail and junk mail.

CMO Council Study, 2009

You Can't Manage What You Can't Measure



The Stretch

Stay flexible
and
adaptable
to customer
demands



What's the Difference?

Product-focused

Sales Pitch

Siloed Organizational
Structure

Mass Marketing

Abstract Metrics

Push

Top-down Design

Rigid

"One Size Fits All"

ERP-centered Architecture

PEOPLE

PROCESSES

TECHNOLOGY

Customer-centric

Clienteling

Collaboration

Personal Communications

Precise Metrics

Pull

Bottom-up Design

Flexible

Custom

CRM and BI-centered
Architecture

The Customer-centric Retail Ecosystem




The Customer-centric Retail Ecosystem



Personalized Product Recommendations



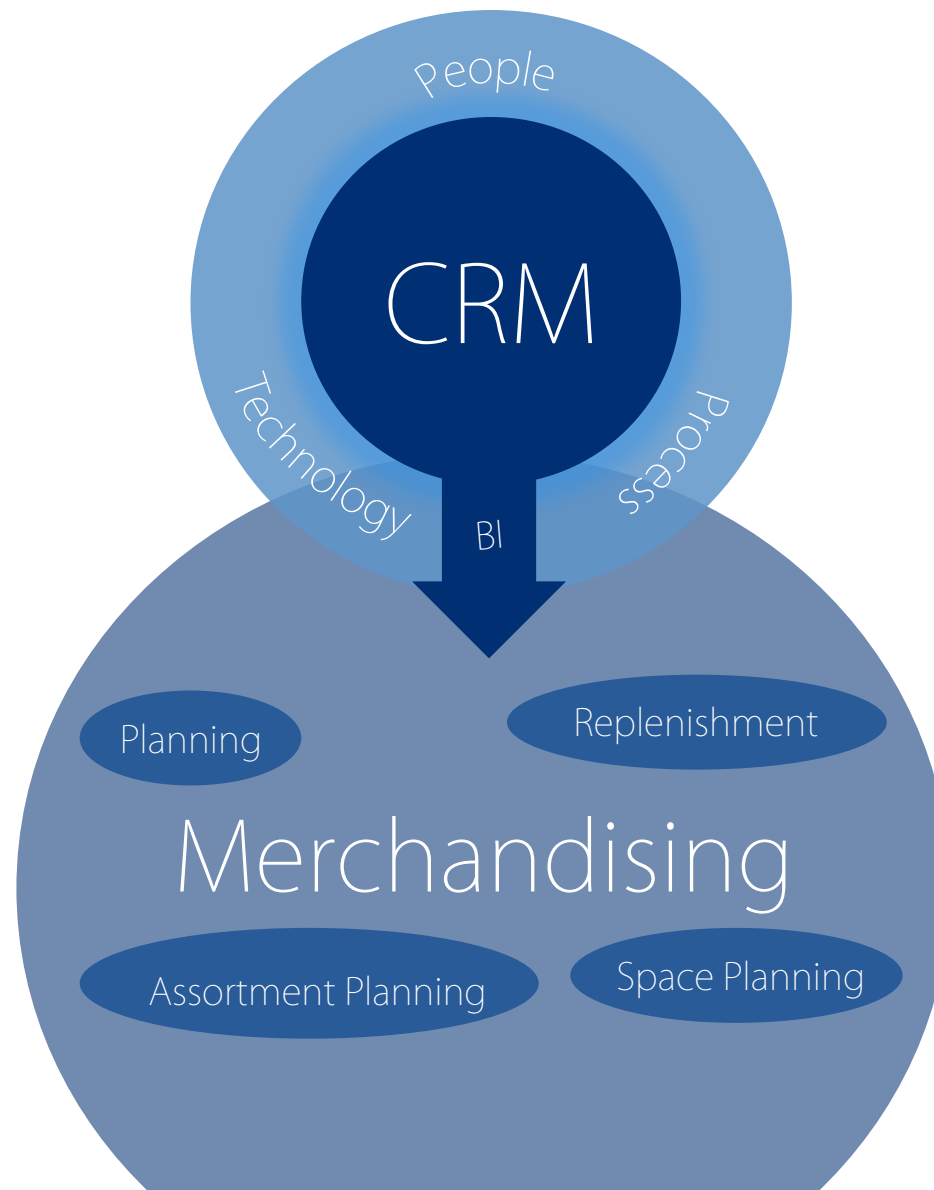
You Can't Resist!

A dark grey suit jacket with white dashed stitching is displayed on a black mannequin in a tailor shop. The jacket is shown from the front, highlighting the lapels and the intricate stitching. In the background, another mannequin and wooden paneling are visible, suggesting a professional tailoring environment.

"The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself."

Peter Drucker


The Customer-centric Retail Ecosystem



Personalization



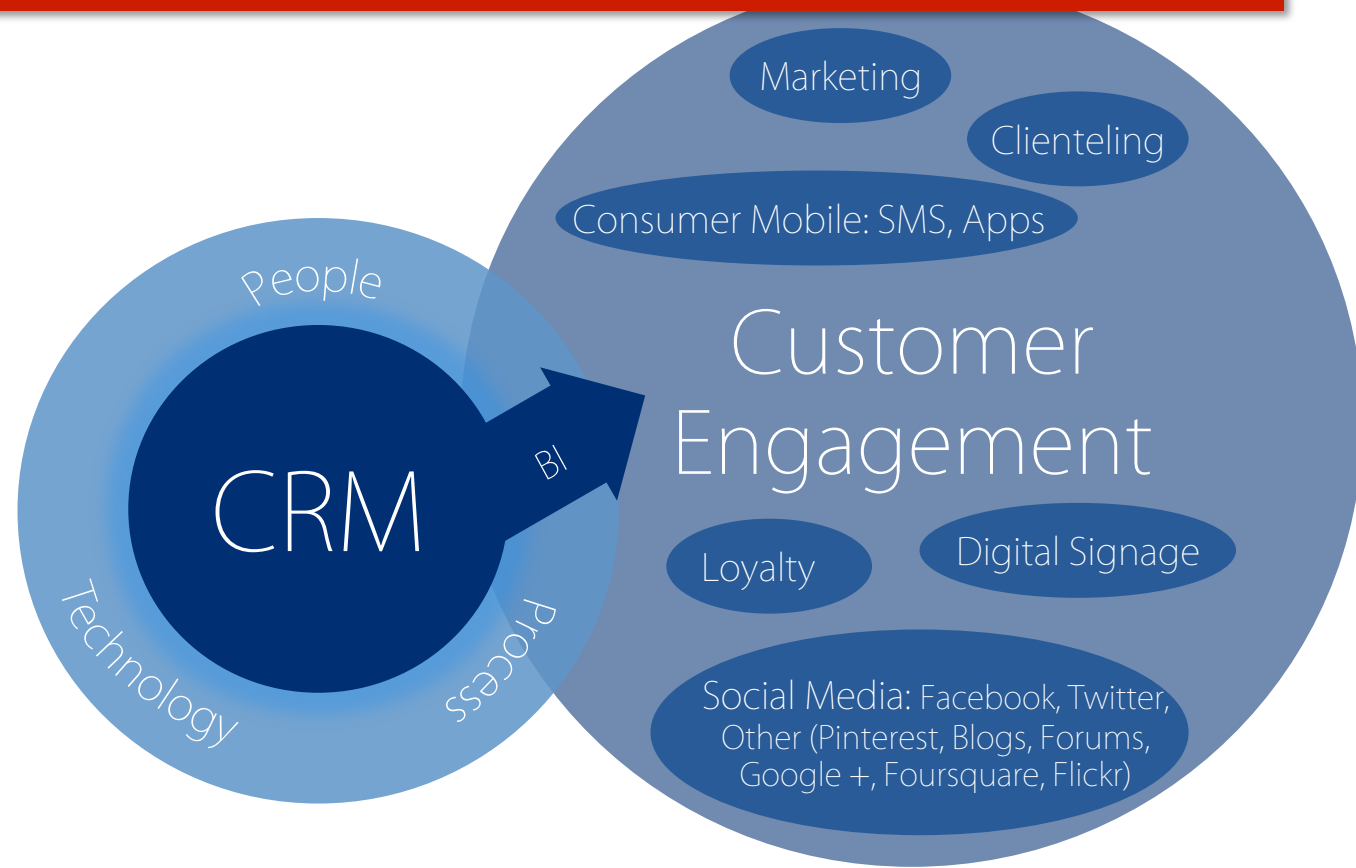
Merchandising Challenges



The number one business challenge facing retailers today is underperforming inventory, followed closely by out of stocks.

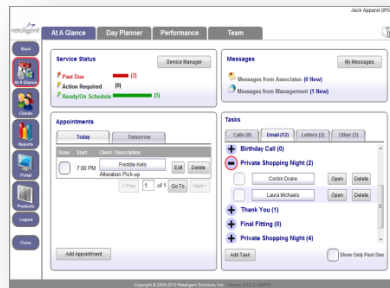
RSR Research 2011 Merchandising Study

The Customer-centric Retail Ecosystem

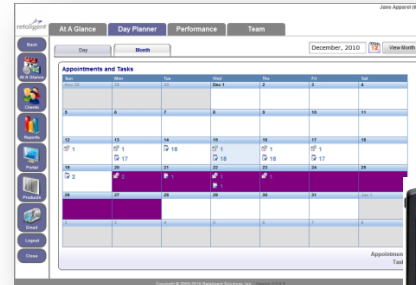


Before the Sale

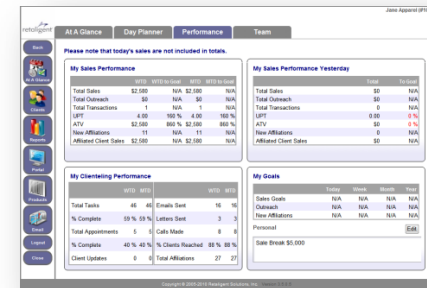
At a Glance



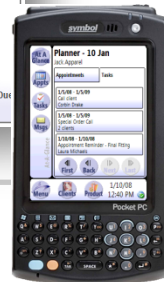
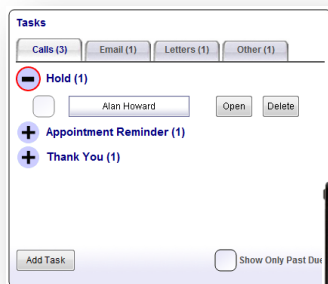
Day Planner



Performance



Outreach Tasks



Appointments



During the Sale

Client Profile

Client Profile

Personal Summary (Client ID: 11160767700)

Personal Address: 400 1st Street, New York, New York 10001
Company Name: Company Name
City: New York
Country: USA
Phone: 212 123 4567
Email: john.doe@company.com

Sales Summary

My Last Sale: 10/10/2010, \$1,450.00
My Sales: 22, \$5,980.43, \$5,502.02, 95.3%

Interaction Summary

Last Contact: 10/10/2010
Last Appointment: 10/10/2010
Last Call: 10/10/2010
Last Email: 10/10/2010
Last Visit: 10/10/2010
Last Web To: 40002



Purchase History

Purchase History

Product Data

Product Name: Joville Moroccan Pants
Description: Design: white, Center seam detail, on slim straight leg, front zip.
Vendor: S&K
Vendor Style: K31000P1
Price: \$200.00
Color: White
Size: 4

Product Photo

[Back To Purchase History](#)



Wish List

Wish List

Client Wish List: View/Update a client's wish list.

Wish List Name: Kate's Wish List
Wish List Type: Shopping
Wish List Expiry Date: 9/15/2010

Product Name	Description	Vendor	Brand	Style	Color	Size	Price
S&K Cashmere Mix	Classic-design S&K Cashmere mix - 180cm long	Retailer	HARRISON	ST13	Pink	OS	\$79.95
Hydra Tote Bag	Hydra logo large tote features a sleek, modern design	Retailer	Harrods	ST16	Black	Large	\$24.95
Antique Leather Duffel	Antique leather duffel is a hand-wearing piece from the 19th century	Retailer	BELSTAFF	ST17	Black	Large	\$25.00

Page 1 of 2 (2 items)



Up-sell/Cross-sell

Up-sell/Cross-sell

Product Data

Product Name: Joville Moroccan Pants
Description: Design: white, Center seam detail, on slim straight leg, front zip.
Vendor: S&K
Vendor Style: K31000P1
Price: \$200.00
Color: White
Size: 4

[Back To Purchase History](#)



Preferences

Preferences

Client Preferences: View/Update a client's preferences.

Client Name: Kate's Preferences

Client Address: 400 1st Street, New York, New York 10001

Client Phone: 212 123 4567

Client Email: john.doe@company.com

Client Style: 1 of 6



Availability

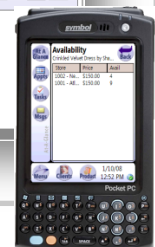
Availability

Product Availability: View product availability for all items.

Product Name	Quantity	Price
0002 - New York	5	\$200.00
0002 - Montreal	8	\$200.00

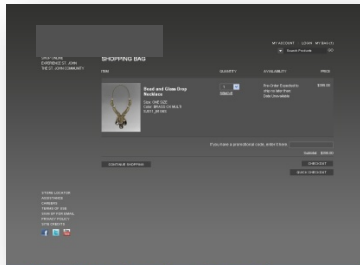
[Return To Product Details](#)

Page 1 of 1 (2 items)

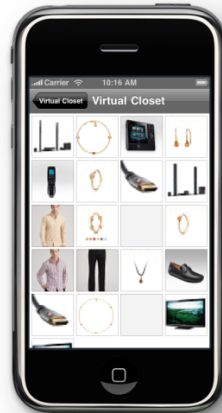


After the Sale

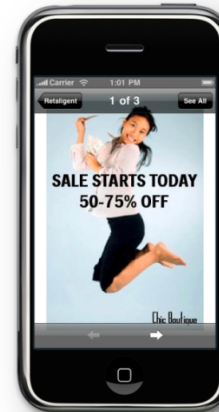
Ecommerce



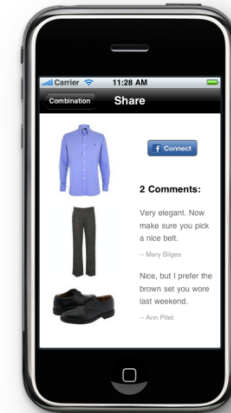
Virtual Closet



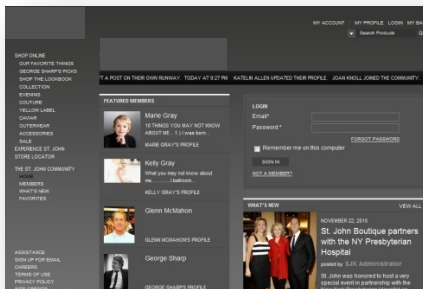
Offers/Promotions



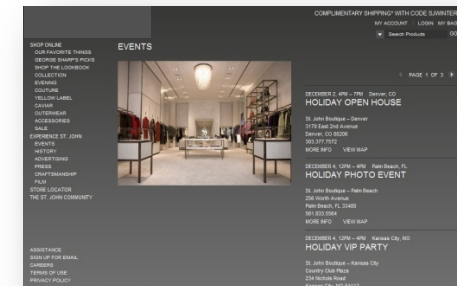
Social Networking



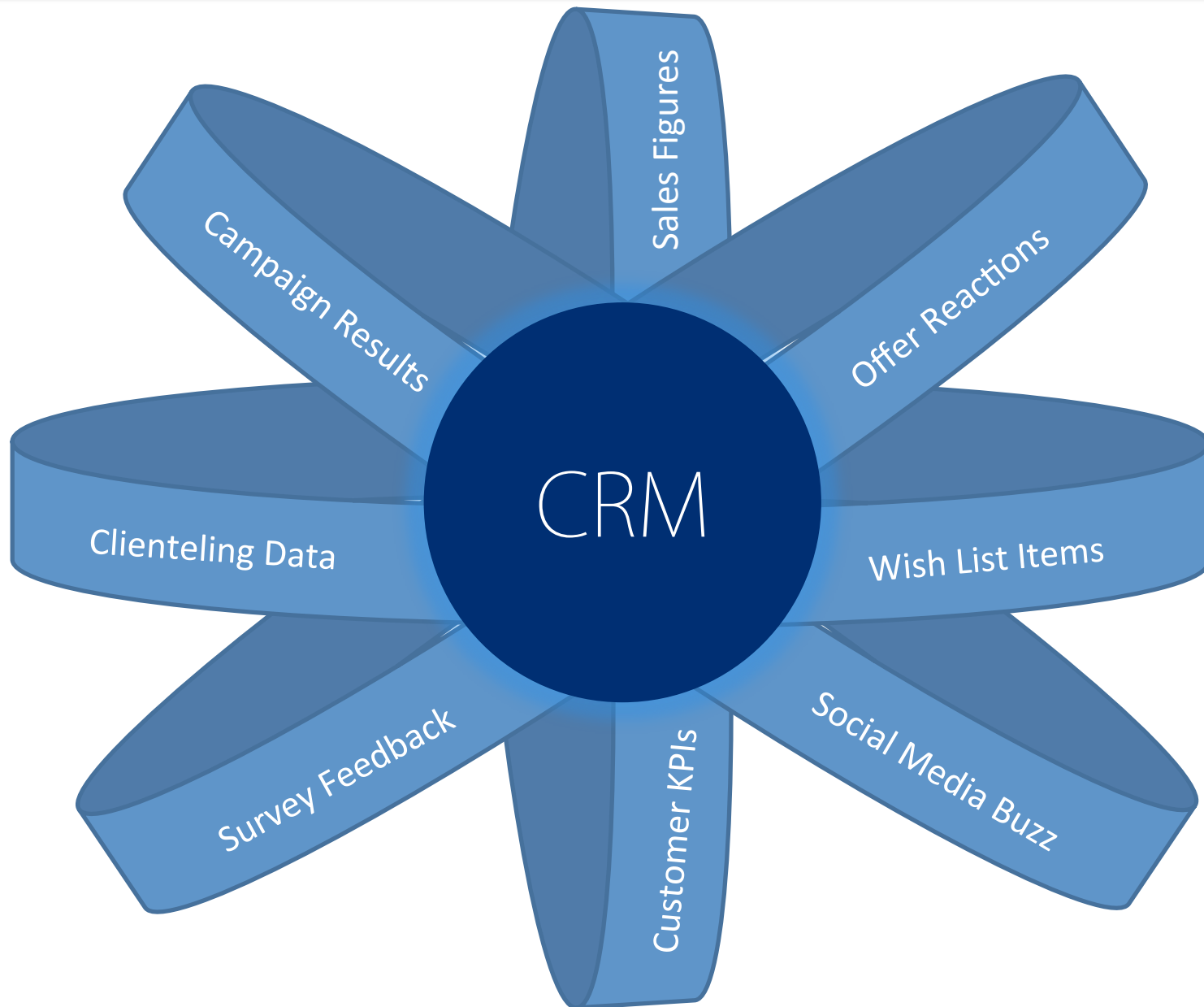
Client Profile



Store Events



Closing the Loop



Shopping time of day, day of week

Customer Metrics

Call frequency

Call category

Issue resolution rate

Optimal communication channel

Campaign response

Interaction with consumer-facing applications: kiosks, mobile apps, social media – time spent, activity, pageviews

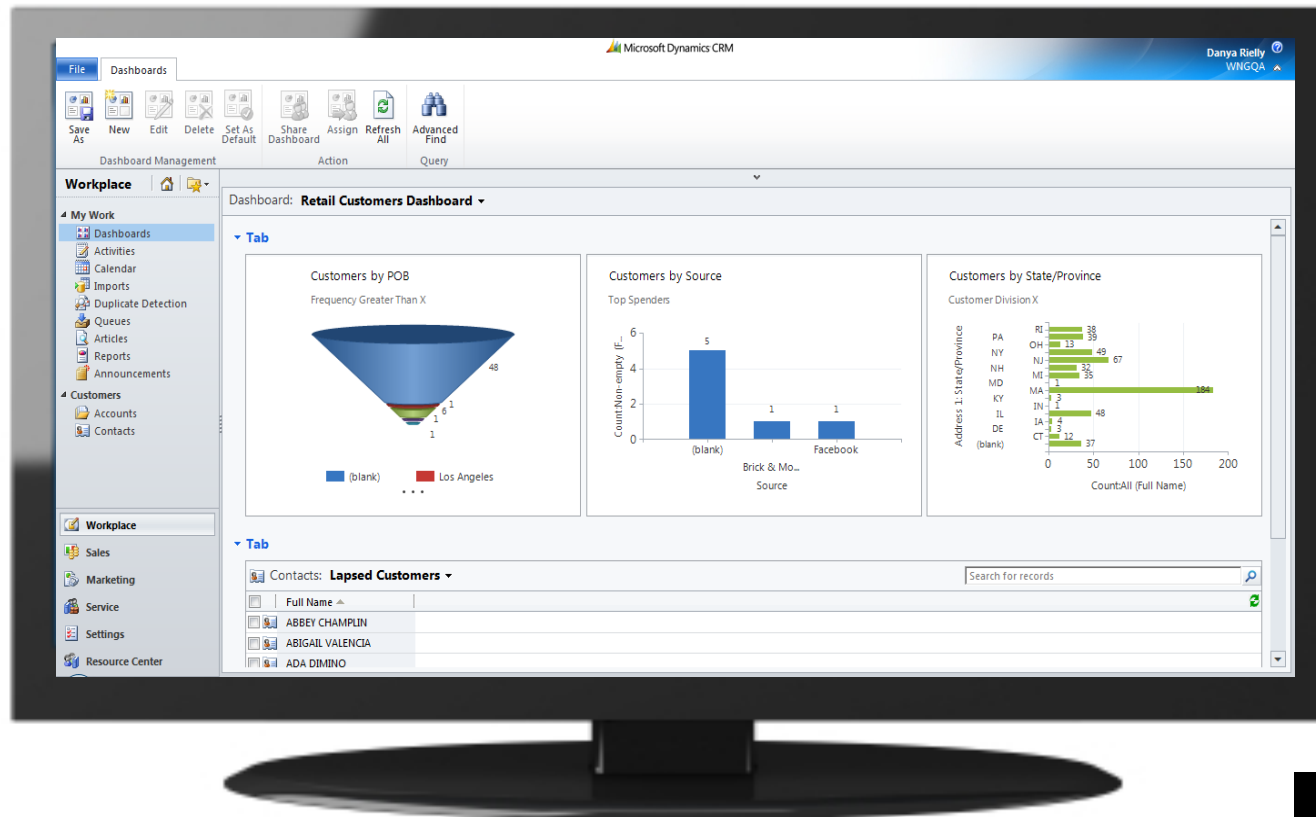
Outreach sales

E-mail opens, bounces, clicks, forwards, unsubscribes

Opt-in/out channels and communication preferences

Social media presence: reach/Klout, likes, mentions, Frequency

What to Look For



RETAIL

FLEXIBLE

SCALABLE

INTEGRATED

EASY TO LEARN & USE

Garbage In, Garbage Out

USAGE

QUALITY

STORAGE

COLLECTION

CONSISTENCY

MANIPULATION



To-do's....

1. Assess your current state
2. Determine your vision, goals and objectives
3. Make your plan
4. System selection, technology change
5. Cultural change, organizational alignment, responsibilities and rewards
6. Implementation, execution
7. Measure, refine

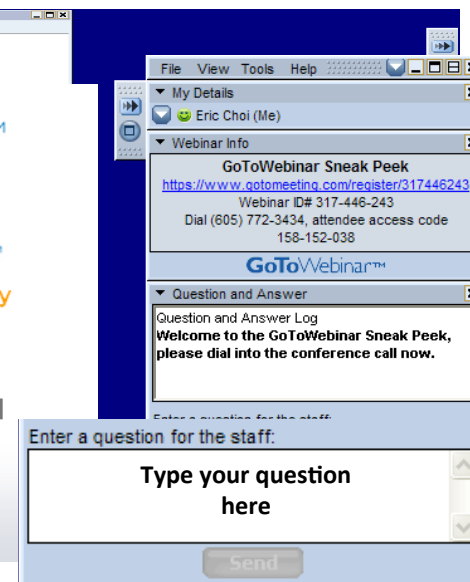


CUSTOMER ENGAGEMENT MASTERCLASS

1. Viewer Window



2. Control Panel



Thank You for Attending

- Download this presentation at RetailTouchPoints.com:
 - <http://rtou.ch/cem-part-2>
- Contact Today's Speakers:
 - Danya Rielly, *Business Analyst, Raymark*
 - drielly@raymark.com
 - Scott Pearson, *CEO, Retaligent, a Raymark Company*
 - spearson@retaligent.com
 - Will Roche, *Senior Vice President, Raymark*
 - wroche@raymark.com

To see what customer-centricity looks like from your customer's perspective, check out our latest video on www.raymark.com

Retailers, listen up!



A customer-centricity story.



